GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:770
ANSWERED ON:18.07.2002
EXPENDITURE INCURRED ON ADVERTISEMENTS
PAWAN KUMAR BANSAL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total expenditure incurred on advertisements issued by various ministries during each of the last three years;

(b) whether each ministry has a specific budget for the purpose; and

(c) if so, whether the expenditure was within the grants sanctioned?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a),(b) & (c) : The total expenditure committed by the Directorate of Advertising and Visual Publicity (DAVP) on advertisements issued by various Ministries/Departments inclusive of Autonomous Bodies & Public Sector Undertakings through DAVP during the years 1999-2000; 2000-2001 and 2001-2002 was Rs. 81,13,14,143/-, Rs. 73,88,05,298/- and Rs. 88,62,56,376/-, respectively.

For releasing advertisements through DAVP, Ministries/Departments of the Government of India have been classified into two categories; namely, Paying and Non- Paying. While, Paying Ministries/Departments place the requisite funds in advance at the disposal of DAVP for their advertisements to be released by DAVP; the expenditure on release of advertisements for Non-Paying Ministries/Departments is met from the Sanctioned Budget Grant of Ministry of Information & Broadcasting. The expenditure incurred from Ministry of Information and Broadcasting Budget was from within the grant sanctioned. DAVP does not maintain the details of Sanctioned Budget Grants of other Ministries/Departments.